



STATE OF INDIANA
INDIANA STATE EXCISE POLICE

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For Immediate Release

Excise Officers Cite Dozen Convenience Stores for Beer Prices

VINCENNES, Ind. (May 15) – Indiana State Excise Police officers cited 12 Huck's convenience stores in southern Indiana today on 55 charges after a two-month investigation related to beer prices.

In February, State Excise Police received a complaint that Martin & Bayley, Inc., released a flyer that included a coupon for "\$1.00 off ANY BEER 6PK OR LARGER With coupon" (*see attached*). This coupon had a disclaimer that read: "Limit one offer per person per visit. No copies or facsimiles. Not good with any other offers. Good only at participating Huck's stores. Good 2-12-14 thru 2-25-14."

Indiana law requires that alcoholic beverages be sold for the same price to all customers. Since not every customer who purchased beer from Huck's stores during the promotional period had coupons, they were not offered the beer for the discounted price.

Today's citations could result in a monetary fine of up to \$1,000 per charge, or suspension of the alcoholic beverage permit for a period of time, or both a fine and suspension.

As the enforcement division of the Indiana Alcohol and Tobacco Commission, the primary mission of the Indiana State Excise Police is to promote public safety by enforcing Indiana's Alcoholic Beverage Code. While excise officers have the authority to enforce any state law, they focus primarily on alcohol, tobacco and related laws.

All respondents are to be presumed not liable until, and unless, the plaintiff can prove by preponderance of the evidence the respondent's liability in an administrative hearing.

List of Huck's Convenience Stores Cited in Alcohol Price Investigation

All respondents listed below are to be presumed not liable until, and unless, the plaintiff can prove by preponderance of the evidence the respondent's liability in an administrative hearing.

The following Huck's stores were preliminarily charged with one count each of Media Advertising (905 IAC 1-38-4):

Huck's #272 – 7777 W. State Road 66, Newburgh, IN 47630
Huck's #135 – 1515 Washington Ave., Vincennes, IN 47591
Huck's #285 – 17 W. Main St., Petersburg, IN 47567
Huck's #304 – 812 W. Main St., Paoli, IN 47454
Huck's #323 – US 41 & SR 168, Fort Branch, IN 47648

The following Huck's stores were preliminarily charged with Media Advertising (905 IAC 1-38-4) and Sales Discrimination (I.C. 7.1-5-5-7):

Huck's #337 – 3951 N. Green River Rd., Evansville, IN 47715 (3 counts of sales discrimination & 3 counts of media advertising)
Huck's #339 – 601 N. Main St., Huntingburg, IN 47542 (1 count of sales discrimination & 1 count of media advertising)
Huck's #312 – 104 Wabash Rd., North Manchester, IN 46962 (3 counts of sales discrimination & 3 counts of media advertising)
Huck's #289 – 208 S. State Road 145, French Lick, IN 47432 (3 counts of sales discrimination & 3 counts of media advertising)
Huck's #283 – 102 E. Lincoln, Chandler, IN 47610 (1 count of sales discrimination & 1 count of media advertising)
Huck's #301 – 9823 N. State Road 9, Hope, IN 47246 (13 counts of sales discrimination & 13 counts of media advertising)
Huck's #290 – 1521 Hart St., Vincennes, IN 47591 (1 count of sales discrimination & 1 count of media advertising)